UC ANR - Success Builds on these Skills and Areas

Areas of Program and Evaluation

All UC ANR CE advisors are evaluated in the areas of 1) Applied Research and Creative Activity, 2) Extension of Knowledge and Information, 3) Professional Competence and Activity, and 4) University and Public Service.

Area 1. Applied Research and Creative Activity

County and community partners rely on UC ANR CE advisors as a critical resource for providing research-based information that leads to positive change.

Area 2. Extension of Knowledge and Information

CE advisors disseminate appropriate, science-based information to inform clientele, using extension methods that are responsive to clientele needs and appropriate for the audience and situation.

Area 3. Professional Competence and Activity

UC ANR CE advisors are required to demonstrate and grow their professional competence in their programmatic areas.

Area 4. University and Public Service

All UC ANR CE advisors are required to actively serve the University, as well as the public. University service may occur at the local, division, state, national, or international levels. Examples of potential University service activities include serving on a university workgroup or committee, providing leadership in program teams, or advocacy efforts. Public service involves activities and events in which the incumbent uses their professional expertise to benefit groups or efforts outside the University. Examples may include serving on external boards or councils, participating in community events, and leadership of non-University collaborative groups.

Skill Areas

Four broad categories of skills help people be successful.

Skill Set 1. Programmatic Competence and Impact

- Develop and implement effective UC ANR Cooperative Extension applied research and educational programs that have a positive impact in relation to the identified priority needs of the clientele (that are consistent with ANR's Strategic Vision and ANR initiatives http://ucanr.edu/sites/StrategicInitiatives/),
- Conduct and report regular comprehensive needs assessments to identify priority issues or problems relevant to the local clientele groups being served.
- Monitor change in relation to applied resurface and outreach.
- Represent UC ANR in a professional manner.

Skill Set 2. Collaboration, Teamwork & Flexibility

- Develop collaborative teams with other UC ANR academics, including specialists, AES faculty, CE Advisors and/or others, to address priority issues for UC ANR.
- Interact with UC ANR Program Teams and others within the research/extension network to develop, strengthen and expand program goals.
- Work with relevant local, state (and as required national) partners. Interact to develop, strengthen and expand program goals.

Skill Set 3. Communication

- Disseminate useful, science-based information to inform clientele, using extension methods that are responsive to clientele needs and appropriate for the audience and situation.
- Evaluate programs and report accomplishments, results, and potential or actual impacts to scientific and lay audiences.
- Foster an increased understanding of UC ANR's Cooperative Extension's research and education programs in clientele, the public and policy makers.
- Effectively use online communication methods to support research and instruction.
- Actively advocate for UC ANR program awareness and support.
- Present at conferences or workshops, invited presentations, or reviewing/editing publications.

Skill Set 4. Professional Development & Lifelong Learning

- Maintain a program of continuous self-improvement by participating (e.g., in-service training, seminars, workshops, etc.).
- Hold offices in professional societies.

(Note - this is generic across advisor positions)

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